

CASCADE AD RATE

CIRCULATION & DISTRIBUTION

Cascade Bicycle Club currently offers advertising opportunities in Braking News, our newsletter distributed to 90,000+ constituents once every two weeks on Thursdays. There are 2 ad spaces available per newsletter. Ads will be placed near the bottom of the newsletter.

CASCADE MEMBER DEMOGRAPHICS

GENDER	AGE
35% Female	5% Under 18
65% Male	3% 18 - 24
	10% 25 - 34
INCOME	20% 35 - 44
21% \$150,000+	32% 45 - 54
28% \$100 - \$150,000	20% 55 - 64
20% \$75 - \$100,000	10% 65+
20% \$50 - \$75,000	
11% < \$50,000	

SIZE & PRICING

Width x Height • NON-PROFIT / FOR PROFIT

1 AD • 600 x 250 px.....	\$300	\$450
3 ADS • 600 x 250 px	\$750	\$1,125
5 ADS • 600 x 250 px	\$1,200	\$1,800

ARTWORK DELIVERY

*Artwork due six days before email is distributed (prior Friday)

ARTWORK REQUIREMENTS

Please release the file to us as a flattened JPG or PNG sized at 600 x 250 pixels with **no crop marks**, no color key or excess white (or bleed) surrounding the image area.

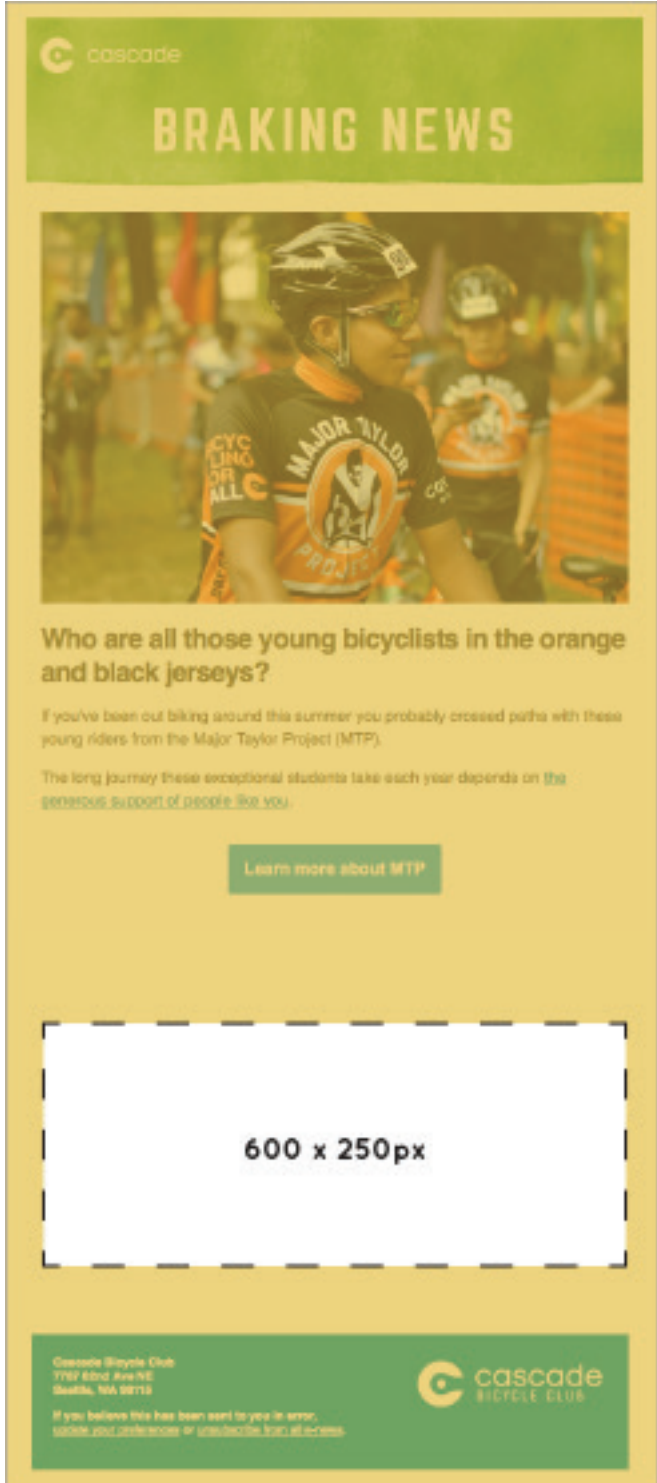
To reserve your space, contact

Wendy Clark

wendyc@cascadebicycleclub.org

(206) 939-4331

Prices effective as of January 2019



The sample advertisement features a green header with the Cascade Bicycle Club logo and the title "BRAKING NEWS". Below the header is a photograph of two young cyclists wearing helmets and orange and black jerseys. The text below the photo asks, "Who are all those young bicyclists in the orange and black jerseys?" and provides information about the Major Taylor Project (MTP), including a link to "Learn more about MTP". At the bottom of the ad, there is a dashed box indicating the ad size: "600 x 250px". The footer contains the Cascade Bicycle Club contact information and a small disclaimer: "If you believe this has been sent to you in error, please your preference or unsubscribe from all emails."